

# Representation of Females in top 150 Animated films from 1980-2018

*Morgan Layne and Morgan Keefer*







## PURPOSE

- Analysis the lack of female representation in animated films
- These films are watched by boys and girls and should show an adequate amount of male and female representation.

WALT DISNEY



- Animated films are typically viewed by children all over the world.

- 
- A cartoon illustration of a woman with brown hair wearing a yellow dress and a man with glasses wearing blue striped pajamas, both sitting on the floor and eating from white bowls with chopsticks. To their right is a grey microwave oven sitting on a green square stand. Two pink bunny slippers are on the floor near the woman.





## PREVIOUS RESEARCH

- ▶ Children's Films
  - ▶ 70.1% characters Male, 29.9% female (Smith, et. All, 2012)







# PAST STUDIES

- ▶ Children's picture books have 61% of the characters as male and 39% as female (Davis and McDaniel, 1999)
- ▶ Males outnumbered females 4:1 in articles and pictures (Esscholz, et al. 2002)
- ▶ Male lead characters 65%; females 35% (Esscholz, et al. 2002)





# METHODS

- Top grossing 150 animated films from 1980-2018
- Coded For
  - Main Gang
  - Unrealistic Body Image
  - Bechdel Test
  - Gender of Lead characters
  - Romantic link of characters







## OVERVIEW OF ANIMATED FILMS

- Film Rating
  - G: 32.7%
  - PG: 65.3%
  - PG-13: 2%
  - Excluded R rated films



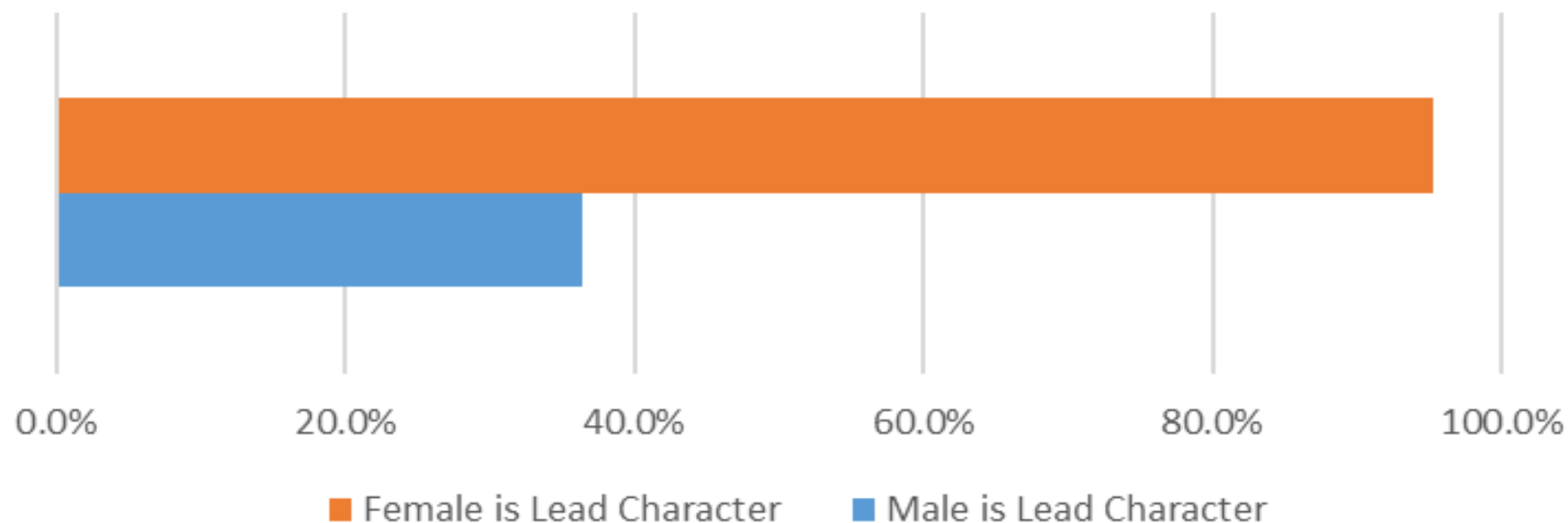




# HYPOTHESIS 1

- Female lead characters are more likely to pass the Bechdel test.
- Chi Square test was run
- Confirmed; 95.2% of females passed, 35.2% of males passed

Passing the Bechdel Test





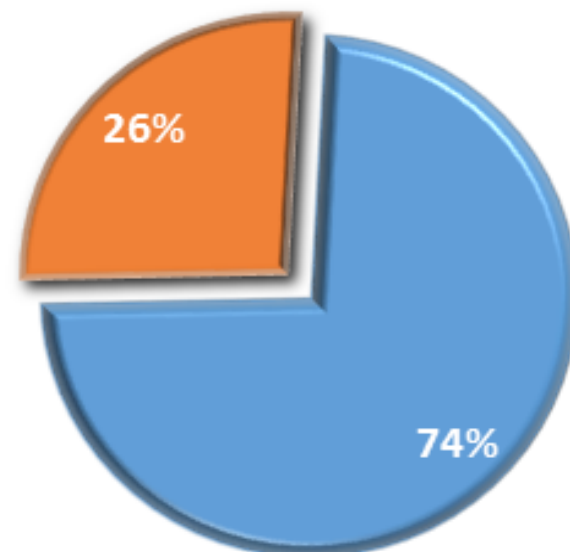


## HYPOTHESIS 2

- There are more male speaking roles than female speaking roles.
- Paired sample t-test
- Confirmed; significance level  $p < .000$
- Males had 74% of speaking roles, while females only had 26%

### SPEAKING ROLES PER FILM

- Percentage of male speaking roles per film
- Percentage of female speaking roles per film



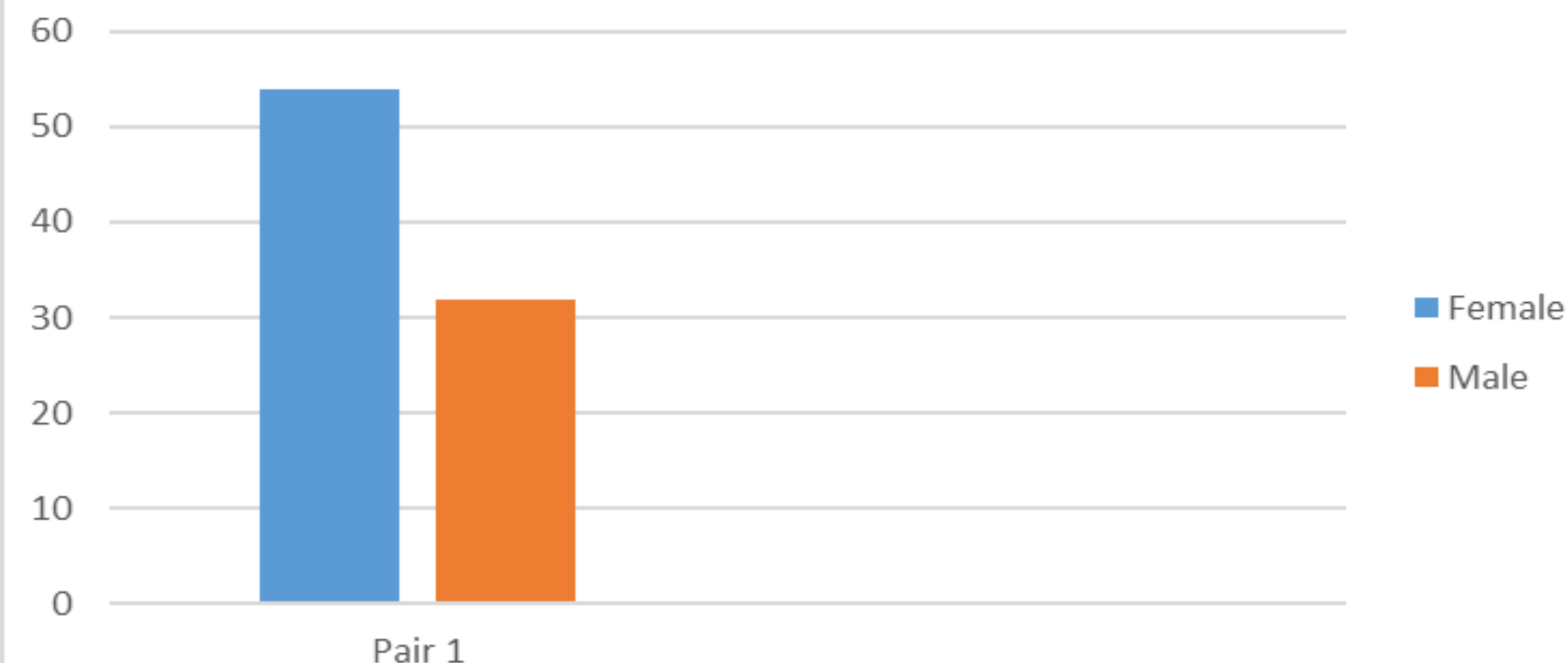




## HYPOTHESIS 3

- It is more likely for a female to have a romantic link with the male character if they are in the main gang.
- Paired sample t-test
- Confirmed; 53.8% of females had romantic link, males had 31.8%

Percent of Main Gang Members Who Have a Romantic Link



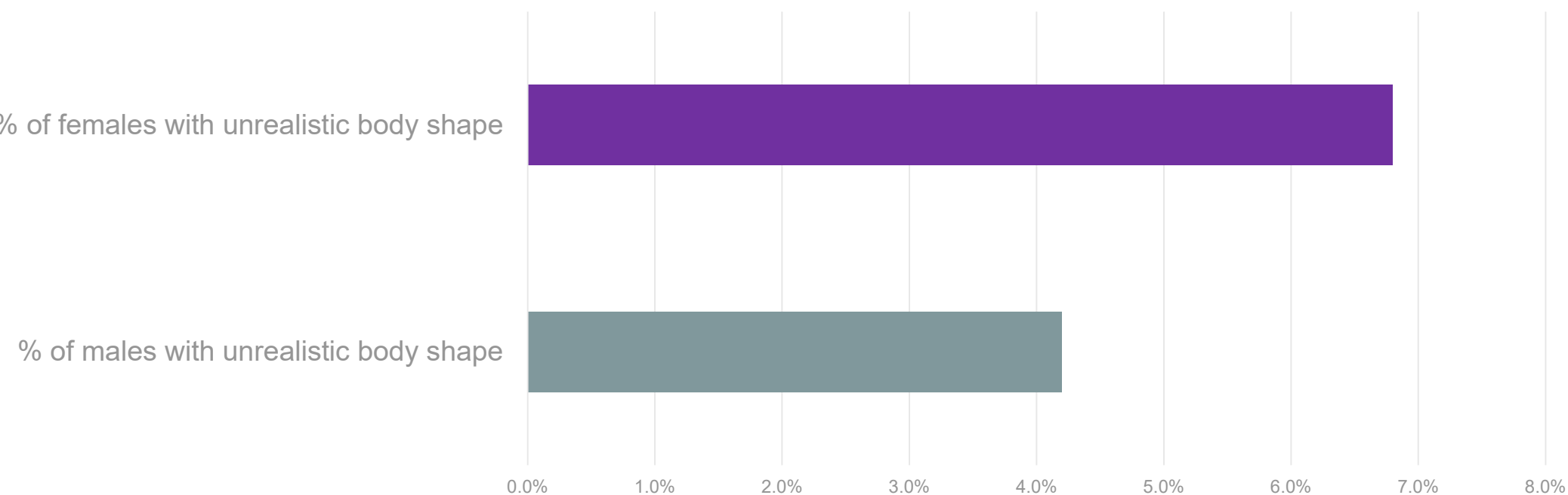




# HYPOTHESIS 4

- Female characters are more likely to have an unrealistic body image than male characters.
- Paired sample t-test
- Confirmed; Significance level  $p < .007$ , Females 6.8% had unrealistic shape, 4.2% of males

Unrealistic Body Shapes

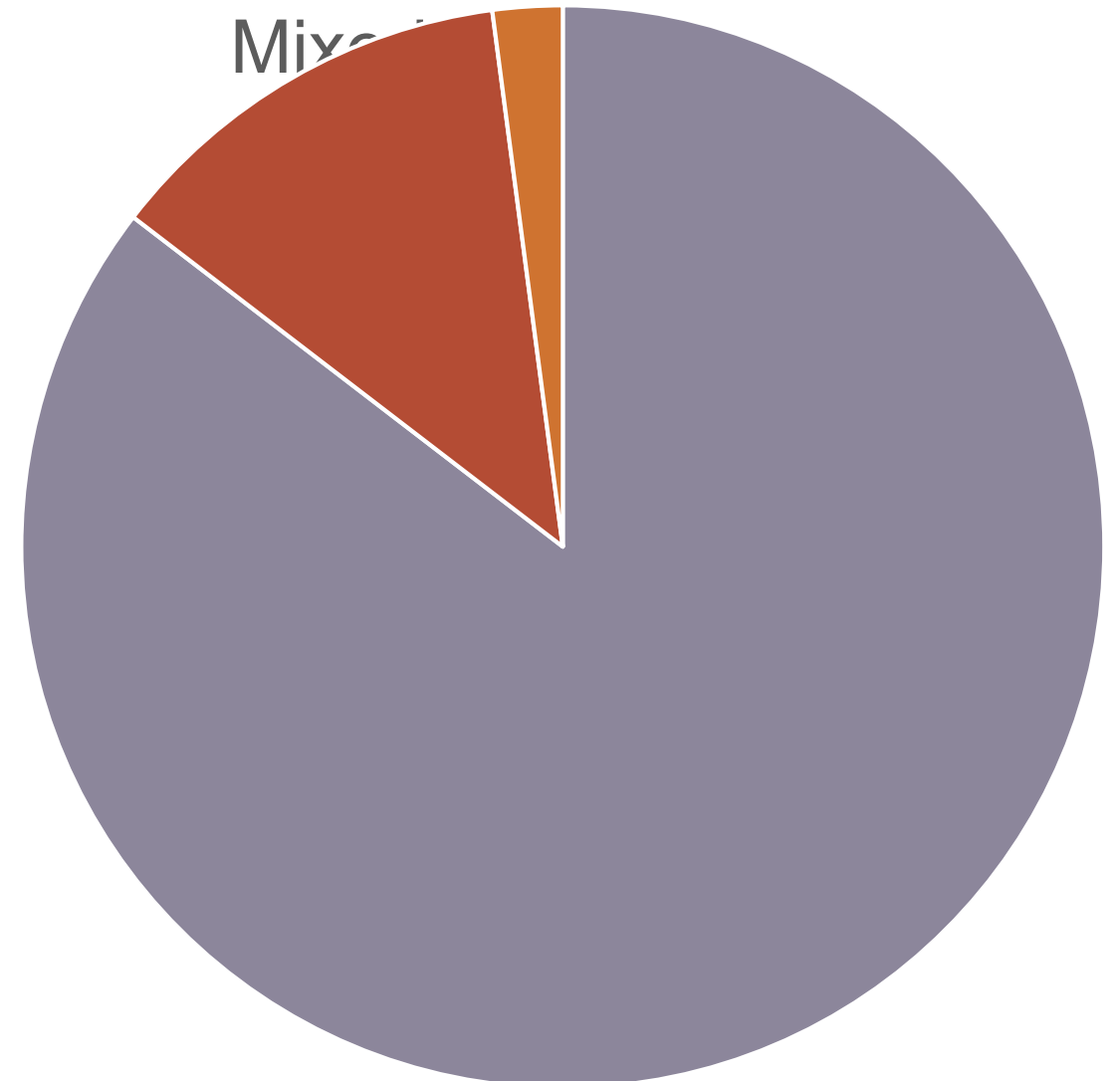






# HYPOTHESIS 5

- Males are more likely to have lead roles than females.
- Independent T-Test ( $p < .001$ )
- 86% Male 12% Female 2% Mixed







# CONCLUSION

- Females are underrepresented all across the board in animated films
- Research has shown that animated films influence children
- Important to understand how underrepresentation affects children



## ► REFERENCES

- Amidi, Amid. 2016. "Sorry, Women: You Won't Be Directing Any Major U.S. Animation Releases in 2017." *Cartoon Brew*. Retrieved March 20, 2019 (<https://www.cartoonbrew.com/feature-film/sorry-women-wont-directing-major-u-s-animation-releases-2017-147053.html>).
- Bandura, Albert. 2001. "Social Cognitive Theory of Mass Communication." *Media thea Psychology* 3(3):265-299
- BBC. 2018. "Films With Female Stars Earn More at The Box Office". December 12. Retrieved from <https://www.bbc.com/news/business-46539473>.
- England, Dawn, Lara Descartes, and Melissa Collier-Meek. (2011). "Gender Role Portrayal and the Disney Princesses". *Sex Roles*, 64(7–8), 555–567. <https://doi.org.proxyse.uits.iu.edu/10.1007/s11199-011-9930-7>.
- Eschholz, Sara, James Bufkin and John Long. (2002). Symbolic reality bites: Women and Racial/Ethnic Minorities in Modern Film. *Sociological Spectrum*, 22, 299-334. doi:10.1080/02732170290062658
- Guo, Jeff. 2016. "Researchers Have Found a Major Problem with 'The Little Mermaid' and Other Disney Movies." *The Washington Post*. Retrieved March 20, 2019 ([http://www.washingtonpost.com/news/wonk/wp/2016/01/25/researchers-have-discovered-a-major-problem-with-the-little-mermaid-and-other-disney-movies/?utm\\_term=.4ccd66a7d2c2](http://www.washingtonpost.com/news/wonk/wp/2016/01/25/researchers-have-discovered-a-major-problem-with-the-little-mermaid-and-other-disney-movies/?utm_term=.4ccd66a7d2c2)).
- Harriger, Jennifer, Kelsey Serier, Madeline Luedke, Sienna Robertson, and Ashley, Bojorquez. (2018). Brief research report: "Appearance-Related Themes in Children's Animated Movies Released Between 2004 and 2016": A Content Analysis. *Body Image*, 26, 78–82. <https://doi.org.proxyse.uits.iu.edu/10.1016/j.bodyim.2018.06.004>
- Hine, Ben, Dawn England, Katie Lopreore, Elizabeth Horgan and Lisa Hartwell. (n.d.). "The Rise of The Androgynous Princess: Examining Representations of Gender in Prince and Princess Characters of Disney Movies released 2009-2016." *Social Sciences*, 7(12). <https://doi.org.proxyse.uits.iu.edu/10.3390/socsci7120245>
- Kaiser Family Foundation. (2010). Generation M2: Media in The Lives of 8- to 18-year Olds. Retrieved from <http://www.kff.org/entmedia/mh012010pkg.cfm>
- Klein, Hugh and Kenneth, Shiffman. 2006. "Messages about Physical Attractiveness in Animated Cartoons." *Body Image*. Retrieved March 20, 2019 (<http://www.sciencedirect.com/science/article/abs/pii/S1740144506000817>).
- Lin Bian, Sarah-Jane Leslie, and Andrei Cimpian, (2017) . "Gender Stereotypes about Intellectual Ability Emerge Early and Influence Children's Interests." *Science*, American Association for the Advancement of Science, [science.sciencemag.org/content/355/6323/389.full](http://science.sciencemag.org/content/355/6323/389.full).
- Martins, Nicole and Kristin Harrison, (2011). "Racial and Gender Differences in the Relationship Between Children's Television Use and Self-Esteem: A Longitudinal Panel Study." *Journal of Research in Crime and Delinquency*, [journals.sagepub.com/doi/abs/psychology3\(3\):265-299](http://journals.sagepub.com/doi/abs/psychology3(3):265-299).